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Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Previously presented) A method of providing a recommendation to a user for a recommended piece of clothing from an inventory of apparel of the user, for use by the user, comprising:

maintaining a clothing profile of the user, including the inventory of apparel and preferences of the user,

detecting a piece of clothing being selected from the inventory and updating the clothing profile based on said selection,

generating the recommendation for the recommended piece of clothing from the updated clothing profile, and

providing the recommendation to the user.

2. (Previously presented) A system for generating a recommendation to a user for a recommended piece of clothing from an inventory of apparel of a user, for use by the user, comprising:

a user profiling unit that is configured to maintain a clothing profile of the user, including the inventory of apparel and preferences of the user.

one or more sensors that are configured to detect a selected piece of clothing being selected from the inventory, coupled to the database for updating the clothing profile based on the selected piece of clothing.

a recommendation unit that is configured to generate the recommendation for the recommended piece of clothing from the updated clothing profile, and

a rendering system that is configured to present the recommendation to the user.

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3. (Previously presented) The system of claim 2, wherein

the recommendation unit is further configured to:

determine a list of available pieces of clothing from the inventory, and combine plural pieces from the list to form a collection of subsets, the recommendation comprising at least one subset from the collection of subsets.

4. (Previously presented) The system of claim 3, wherein

the recommendation unit is further configured to eliminate from the collection a number of subsets that are not suitable for a present situation.

5. (Previously presented) The system of claim 2, wherein

the user profiling unit is coupled to a smart card reader/writer that is configured to maintain the clothing profile stored on a smart card.

6. (Previously presented) The system of claim 2, further comprising

input means for determining a purpose for which the piece of clothing has been selected,

the user profiling unit being further configured to update the clothing profile further based on the determined purpose.

7. (Previously presented) The system of claim 6, wherein

the input means is arranged to determine the purpose based on an appointment in an electronic calendar.

8. (Original) A method of presenting a targeted clothing advertisement to a user, comprising

obtaining a clothing profile for the user, determining a clothing product that matches the clothing profile, and sending an identifier of the clothing product to the user,

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- (Previously presented) The method of claim 8, further comprising generating a representation of the clothing product using the identifier and rendering the representation to the user.
- 10. (Previously presented) The method of claim 8, wherein the clothing profile is obtained by reading the clothing profile from a smart card.
- 11. (Currently amended) A method of presenting a recommendation of an ensemble to a user, comprising:

maintaining an inventory of apparel possessed by the user,
determining one or more subsets of apparel from the inventory suitable for
forming the ensemble, and

presenting at least one of the one or more subsets of apparel to the user.

12. (Previously presented) The method of claim 11, wherein determining the one or more subsets suitable for forming the ensemble is based on at least one of:

a user preference, current fashion, a dress code, and prior selected ensembles.

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13. (Previously presented) The method of claim 11, wherein

determining the one or more subsets suitable for forming the ensemble is based on at least one of:

- a dominant color of the ensemble,
- a color of each apparel in the subset,
- a dominant style of the ensemble,
- a time of year for wearing the ensemble,
- a time of day for wearing the ensemble, and
- current environmental conditions.

14. (Previously presented) The method of claim 11, wherein

determining the one or more subsets suitable for forming the ensemble includes at least one of:

applying one or more rules,

determining one or more distances,

determining one or more weights, and

modifying parameters used for determining the one or more subsets based
on prior user selections.

15. (Previously presented) The method of claim 11, further including

identifying an apparel item that is not in the inventory that would form another subset suitable for forming the ensemble if combined with apparel in the inventory.

16. (Previously presented) An apparel recommendation system comprising:

an inventory system that is configured to maintain an inventory of apparel possessed by a user,

a processor that is configured to identify one or more subsets of apparel in the inventory suitable for forming an ensemble, and

a display that is configured to present at least one of the one or more subsets of apparel to the user.

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- 17. (Previously presented) The system of claim 16, wherein
- at least some of the apparel includes a tag that identifies the apparel to the inventory system.
- 18. (Previously presented) The system of claim 16, wherein

the processor is configured to identify the one or more subsets based on at least one of:

a user preference, current fashion, a dress code, prior selected apparel, and prior selected ensembles.

19. (Previously presented) The system of claim 16, wherein

the processor is configured to identify the one or more subsets based on at least one of:

- a dominant color of the ensemble,
- a color of each apparel in the subset,
- a dominant style of the ensemble,
- a time of year for wearing the ensemble,
- a time of day for wearing the ensemble, and
- current environmental conditions.
- 20. (Previously presented) The system of claim 16, wherein

the processor is configured to identify the one or more subsets via at least one of:

applying one or more rules,

determining one or more distances,

determining one or more weights, and

modifying parameters used for determining the one or more subsets based on prior user selections.

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21. (Previously presented) The system of claim 16, further including:

a network interface that is configured to facilitate receipt of advertisements for other apparel,

the processor is further configured to filter the advertisements based on whether the other apparel forms another subset suitable for forming another ensemble if combined with apparel in the inventory, and

the display is further configured to present the another subset to the user.

22. (Previously presented) The system of claim 21, further including:

an input device that facilitates a purchase of the other apparel in the another subset by the user.

23. (Previously presented) The system of claim 16, further including

a smart card read/write device, and

wherein the processor is further configured to transfer some or all of the inventory of apparel to a smart card via the smart card read/write device.

24. (Previously presented) The system of claim 23, wherein

the processor is further configured to transfer one or more user preferences to the smart card via the smart card read/write device.

25. (Previously presented) The system of claim 16, wherein

the system is further configured to detect an initial selection of a first apparel item, and

the processor is configured to identify the one or more subsets based on this initial selection.